Approaches to Information Service and Management Construction in University Libraries

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Abstract
After stepping into the era of "Internet +", information construction has begun to be taken seriously in the process of university library development. How to build a perfect information service and management system and give full play to the advantages of information service has become an important choice for the University Libraries in the new era to build "Internet + library service" mode. This article takes the Internet plus era as the breakthrough point, explores the construction of service and management in the information construction of university library, strives to provide good support for the sustainable and stable development of University Library under the new era, and further promotes the modernization of library management and service, and serves as a group of Teachers and students in Colleges and universities. The body provides good service support.

Keywords
University, library, informatization, service, management.

1. Introduction
Under the social background of the efficient application of Internet information technology and the gradual arrival of knowledge economy, great changes have taken place in library service and management. The development trend of information management and service is relatively obvious, which has created convenience for college teachers and students in learning and working. At the same time, combined with the influence of the "Internet +" era, we can make all-round innovation in the information construction of university libraries, and build a more perfect management and service system. The information construction of university libraries can also achieve more significant results, for the lasting and stable operation of University Libraries and the cause of higher education in China. The vigorous development has a positive impact.

2. Influence of "Internet +" Ara on Service and Management of University Libraries
With the rise of Internet information technology and the wide application in the modern society, the construction and development of university libraries are beginning to be affected. The development of traditional library management and service has been unable to meet the needs of readers in the "Internet +" era, nor can it provide a strong impetus for the development of university education and scientific research. Support, therefore, it is required that libraries in Colleges and universities should give full play to the advantages of information technology in the development process, grasp the impact of the "Internet +" era on the management and service of university libraries, and make diversified explorations in library information construction[1].
2.1. **The Openness of Library Management and Service has been Greatly Improved**

Influenced by the "Internet +" era, the application of big data technology as a starting point in the information construction of university libraries, explores the innovation of digital management and services, enhances the openness of library services, and provides high-quality services for teachers and students.

2.2. **University Libraries can Gradually Build a Mobile Internet Service System**

In the process of information construction, university libraries can actively explore the application of mobile Internet information technology, and then gradually promote the construction of Wechat Library and Mobile Digital Library, realize the construction of mobile interconnection system, provide high-quality mobile reading services for college teachers and students, and realize the advantages of reading resources share.

2.3. **University Libraries can Gradually Build Information Service Mode**

University libraries can gradually build information service mode, which applies big data technology, mining technology, cloud computing technology and intelligent technology to the practice of library information service and management construction, realizes the innovation of service mode, highlights the efficiency of information service, and guarantees the information construction of University libraries. To achieve the goal of sustained and stable development.

From this we can see that under the background of the new era, the information management and service of university libraries have been affected by diversification, showing a new trend of development. We need to focus on this research, so as to provide good support for university libraries to better serve higher education.

3. **The Direction of Information Service and Management of University Libraries in the Era of Internet +**

In the era of "Internet +", in the process of promoting information service in university libraries, we should clearly understand the importance of information service construction, and explore the construction of service and management informatization from different angles combined with the application of information technology. We should give correct guidance to the further promotion of library informatization construction.

3.1. **Providing Customized Services for Readers**

In the practice of higher education, there are obvious differences in the reading needs of different professional groups of students. Therefore, combined with the application of information technology, we can make full use of the functions of big data analysis and big data mining, and analyze the individual needs of students, so as to ensure that according to the information usage habits of College readers, we can make full use of the functions of big data analysis and big data mining. Professional learning requirements provide personalized customized services, highlighting the pertinence and effectiveness of service work, so that the development of information reader services in university libraries can be recognized by the teachers and students, and improve the efficiency of resource use, avoid wasting of library books resources, on the basis of convenient services, maintain High-quality development of education in nursing colleges and universities.

3.2. **Optimizing Mobile and Intelligent Push Services**

With the development of information technology and its application in library information service management, mobile terminal equipment should be regarded as an important carrier.
In library information service and management construction, mobile service should be
developed, and intelligent information push service should be provided with the help of the
application of large data technology. Achieving the effective connection between the
information push service of University Library and the needs of the reader group, on the
premise of creating information search convenience for the reader group, can also enhance the
recognition degree of the reader group in using mobile intelligent library, and enhance the
comprehensive efficiency of library information service and management work [2]. In this
process, university libraries should pay attention to effective screening and filtering of relevant
information, avoid bad informatization and inconsistent information push affecting service
effect, maintain the efficiency and pertinence of service, and ensure that university libraries can
provide good support for the development of University education.

3.3. Analysis of Innovation Demand and Consulting and Reference Services

In the process of deepening the modernization construction of University libraries, in
combination with the application of information technology, in order to provide more targeted
services for college teachers and students and meet the diversified needs of teachers and
students reader groups, we should also pay attention to the reform and innovation of demand
analysis and consultation and reference services, as well as the application of information
technology. Extend to different directions and fields, ensure effective cost control on the basis
of service, and enhance the experience of teachers and students in accessing service
information [3]. In the concrete work practice, we can use the application of information
technology to construct a cloud platform which can facilitate the communication and
communication between teachers and students. Under the support of cloud platform, we can
break through the space-time restriction to expand and extend the consultation service work,
provide corresponding services from different angles and scopes, and make it convenient for
teachers and students to carry out the consultation service on the platform. Communicate and
communicate, enhance the efficiency of service utilization, and then effectively enhance the
overall efficiency of service.

3.4. Introducing Library Intelligent Management Model

In the era of "Internet +", in the process of promoting the innovation of service and management,
university libraries should also pay attention to the exploration of the construction of
intelligent management mode, ensure that an automatic and systematic management mode can
be formed, which can dynamically control the potential needs of teachers and students, and
then serve as a library. Purchasing management and service management provide good support,
enhance the intellectualization of Library management, enhance management efficiency and
effectiveness, and ensure that the library can gradually achieve the goal of modernization in
management under the support of information technology, so as to give full play to the
advantages of library information construction and enhance the work of University education.
The overall effectiveness [4].

4. Practice of Information Service and Management Construction in
University Libraries

Under the background of the "Internet +" era, some colleges and universities have made
corresponding exploration on the information construction of library service and management,
and have achieved some results. They can provide good support for the continuous and stable
development of information construction in university libraries. Therefore, in the research
practice, we should pay attention to interpret it in combination with the actual situation, and
provide experience support and theoretical reference for the more remarkable achievements
in the information service and management construction of University libraries.
4.1. Developing Library Informatization Based on World University Student Space Platform

The innovation of information service and management in university libraries can be supported by the construction of the World University Students' space platform. It can give full play to the advantages of the World University Students' space platform in providing thematic services, communication services, subject information management, reference and consulting services, and gradually realize the service and management of University libraries. In the aspect of information resources sharing, resources diversification, and enhancing the degree of security of the network platform, achieving the goal of no time and space restrictions, further improving the convenience and authenticity of service and management, as well as the development, co-construction and management of resources in information service and management of University libraries. To provide good support and guarantee. For example, an agricultural vocational and technical college in Xinjiang has explored the innovation of library service and management under the support of the World University Students' space platform. At this stage, it has initially realized that everyone has an independent cloud space in the construction of Library informatization, and that teachers and students can use cloud space to query and share information and learning. School libraries can publish all kinds of information in cloud space [5]. At the same time, in the construction of library space platform for university students worldwide, we should strengthen the use of Flash, Ali's mother and other software to build a characteristic resource navigation system, promote the construction of library information recommendation group and Book Thematic service group, and provide good support for the construction of information management and service system of University libraries. It also laid a solid foundation for the development of regional education in China.

4.2. Promoting the Informatization Construction of University Libraries by Relying on Mobile Wechat Technology

The application of mobile Wechat technology can provide good support for the development of information service and management construction in University libraries, promote the innovative development of information publishing, consultation service and navigation service, gradually construct library micro-marketing service mode, carry out intelligent information push and intelligent question answering activities, and guarantee universities. The development of comprehensive library services can be highly recognized by readers. Supported by mobile micro-service, university libraries have more efficient information dissemination, real-time characteristics of information exchange, more open platforms, and more accurate information push, which can highlight the overall efficiency of management and service work. In the process of exploring information construction in a library of Henan University of Technology, aiming at the informatization innovation of service and management work, the library has carried out diversified and individualized subject information push work, provided on-line inquiry service of subject information for school students, and organized a learning group of student component Weixin group to study the number of topics. The database is shared to ensure that teachers and students can more freely arrange their own learning time and space, and improve the efficiency of service management [6]. In the future work, the school library will also explore the healthy development of the service work of the Wechat Library, and build a professional management team to ensure that it can enhance the professionalization of the information service and management work of University libraries, ensure the lasting and stable operation of the information construction of University libraries, and support the higher education in China. The steady development of education.
5. Conclusion

In summary, in the context of the information age, the construction of information service and management in university libraries is related to the innovation of library intelligent service mode and the improvement of service efficiency, and plays an important role in the stable development of university education and scientific research. Therefore, in the process of promoting the modernization drive, university libraries should recognize the importance of library information construction, and explore the construction of library informatization from different angles, give full play to the advantages of University Library Construction under the Internet + mode, and ensure that the innovation of library service can better support university education. Sustainable and stable development of scientific research.

References


